

INTERVIEWEE: JERRY & KAY MALONE, ED MULLENS, ANNE CARPENTER

INTERVIEWER: Patricia Young

SUBJECT:

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TRANSCRIBER: Linda A. Jantzen

PY: This is an interview with Jerry and Kay Malone and Ed Mullens and Anne Carpenter for the Historical Society of Palm Desert Oral History Project on July 2, 1980, at two o'clock in the afternoon at the Historical Society office.

All right, let's start with you, Ed, and how you happened to come to the area.

EM: (laughter)

JM: He was broke.

PY: (laughter)

EM: Actually, I came here because, I guess the reason everyone else did because it was a dry climate. And at that time, due to illness in my family, why I thought that this would be a better climate, which it had been and still is, I think. (chuckle) But that was my main

purpose for coming to Palm Springs actually first in 1948.

PY: And then how did you come to Palm Desert?

EM: Well, I came to Palm Desert because I really, I like small towns, and at that time I had quite a few, I had a pharmacy in Palm Springs at that time. And I had quite a few customers from the Palm Desert area. And they kept telling me how badly they needed a pharmacy out here. (chuckle) So, as a matter of fact, Edith Ward and Cliff both were very instrumental in me coming here because they kept, you know, relating the fact that they felt that there was a real need for a pharmacy out here. Because there was nothing at that time between Palm Springs. There was a small store in Cathedral City and then in Indio. And so I became interested in it and started looking around out here in like 1949. And then I got acquainted with Bob and May Hanson, and they were building a little shopping center there where Keedy's Fountain is now in 1950. So we started negotiating with them and opened a little store there in about the latter part of November of 1950. At that time I had a partner, Charlie Hughes, who came down here and started this store, who Jerry and Kay and Anne and all of them

remember very well. Charlie was a great guy. And I stayed at the store in Palm Springs, and he worked out here for a couple of years. But due to illness in his family, he had to leave here. And so I came out here. I sold my store in Palm Springs and came out here in 1951 for full time, you might say.

PY: You stayed in that store until you moved to your present location, or was there something in between?

EM: Well, in between for about two years there, we had two stores, one here and one there. And then when Charlie was forced to leave, why I sold the store there and came down here because I liked Palm Desert better. Palm Springs, actually, was getting to be a pretty good sized town. There must have been fifteen thousand, ten or fifteen thousand. (laughter) Which was a little bit too big for me. (laughter) I like small towns, and I enjoyed Palm Desert in those days.

PY: How did you then, so you stayed in the location where Keedy's Grill is now until you built . . .

EM: Right. We were there for twenty-five years. We moved, yes, almost exactly twenty-five years, and then we've been in where we are now starting our sixth year over there.

PY: Well, that's a long time. Were you open summers most of that time?

EM: No. The first three or four years that we came here we would close for a couple of months in the summer. But I did have, there was a retired pharmacist that lived here, so he would come down and help the store for two or three days a week, and we'd get out during the summer because there was really Jerry Malone was the only person that was busy here in the summer. (laughter) No, it was awful quiet as Jerry can attest. And, but we would open, say, three mornings a week and fill prescriptions and that type of thing, and people could pick up what they needed. And then the first two years, I think, we closed for maybe six weeks. Then we cut it down to a month. And then after that, why we weren't able to close at all. We stayed open. We had, actually we had a fountain in that store. And at that time, there was nothing really out here. There was no place you could go for lunch, you know, so we had a big fountain business and lunch business there. And that's the, you know, then we sold that to Bob Keedy. But at that time there was, there were several smaller restaurants open. I think Milt Hunter had a little restaurant here at that

time. And Mary Ann. And they were open mostly just for breakfast and lunch. And then in the afternoon and the evening you couldn't get anything much, so we kept very busy right from the first day we opened really.

PY: What were the hours in that?

EM: We were generally open from nine until eight at night.

PY: And so you could have dinner there?

EM: Well, we had just cold sandwiches and that. We had soup and cold sandwiches, and then just a regular fountain then, you know. We didn't cook anything. And we kept that for about seven years, I think. And when we first opened, if you'll remember, Lauren O'Little had a dress shop in behind in that long building that's next door that Ward Realtors has now, was two buildings. There was a dress shop in the back and we were in the front. Well, she went out of business, and when she did we took over the back part of that, and that doubled the size of our store. And we increased the size of the fountain. And then in about seven years, and I don't remember the exact date, the Hansons built the building next door, and I sold the fountain to Bob Keedy. And we opened the door so you could pass back and forth in between. And he's been there since, which I think is around twenty-

five years that Bob's had that.

PY: Was Bob running it when you owned it?

EM: No, actually I met Bob because he was selling floor cleaning material and that type of stuff at that time for a company in Indio. And so he called on me, you know. But he had been in the market business here and he was, you know, Palm Desert oriented, and he was kind of looking for a business here, you know. So I told him one day, I said, "You know anything about the fountain business?" And he said, "No." And I said, "Well, why don't you learn something because I'm going, they're going to build a building and I'm going to sell this fountain, and I'd like to sell it to somebody that's really interested in Palm Desert, you know." And he said, "Well, that sounds like a good deal, you know." So he went down, you remember they had the Pink Onion in Indio? It was a drive-in. So Bob went down there and worked at night during the summer, you know, in there just for nothing learning how to make hamburgers and to cook and everything. He'd never worked at anything like that before. And so he worked all that summer. Then that fall, why we moved the fountain and everything next door and he took it over. And he's been there ever since.

Yes. And that would have been in fifty-eight, I guess. Nineteen fifty-seven or fifty-eight. And that's how he happened to be there. And then we just increased, you know, our business by that time had gotten to a point where the fountain was a separate business that was more than one person could really handle. So it worked out very well for both of us. And it certainly kept a lot of traffic going through by being able to be next to each other and keep the doors opened there and so forth. And it made kind of a community center there where everyone came and had a cup of coffee and passed through.

AC: And we could buy our own egg salad sandwiches.

EM: That's right.

AC: Harold always ordered our own egg salad.

EM: Yes.

KM: Very good.

PY: What do you mean your own egg salad?

AC: Well, that was the name of it. You asked for a cup of coffee and one of our own egg salad sandwiches.

JM: And that's where we had all of our business meetings, at the fountain and grill. All of us met there at say nine o'clock in the morning and we took care of all the city's business right there at Ed's place.

EM: Let's see, Jerry, you were already open and going when we got opened. You opened early in 1950, didn't you?

JM: No, fifty-one.

AC: Curly Moore.

JM: Oh, Moore had it before I had it.

EM: Right.

JM: Curly Moore had it. I bought it from Curly.

AC: And you bought it from Curly Moore.

JM: That's right.

PY: So the first station here was opened in 1950?

JM: Texaco was opened.

EM: Art Fields had that at that time.

JM: Art Fields had Texaco.

EM: Yes, right.

JM: And then we reopened in forty-eight. But Art Fields had Texaco. We were the only two here, but from Cathedral City to Indio, we were the only two opened.

PY: When did Texaco, when did that open?

JM: It must have been about forty-six, I believe.

AC: Yes, it was right after the war. It was right after the war, I think, that Art Fields opened Texaco. Then he had it until he sold it to Jim and But Jerry came along in fifty, isn't that right?

JM: Yes.

PY: In 1950, but not to open a service station.

JM: Yes, yes, well, go ahead and finish with Ed.

EM: I think we've got it all done.

JM: No, I had the same business in South Pasadena. And we came to Palm Springs in 1948 on a vacation. Stayed at the old Oasis Inn. Remember the little cottages in the back?

AC: Yes.

JM: We just fell in love with it. And we had also spent our honeymoon in Palm Springs. And we'd take a vacation every year. And in 1948 I was president of the Junior Chamber of Commerce in South Pasadena, and Shadow Mountain Club was just opening. And we had a big meeting, the men had a big meeting in Palm Springs. And Shadow Mountain Club was having a luncheon for the YC wives. It really wasn't quite completed yet. Remember Irene . . .

AC: Mathius.

JM: Mathius, why she was the hostess. And so we came out to pick our wives up at five o'clock, and we passed by that little station. Because Kay and I said, one of these days we're going to live out here on the desert. And so as we drove by it, she said, well, how would you like

that one? Here's this little old thing sitting out in the sagebrush. I said, oh, that's okay. So when we got back home, we started talking about it. And I had a real good business in South Pasadena, same company, Union Oil Company. And so one time I came home and I said, honey, why don't we move to the desert? It's okay with me. So in one month, well, I called Union Oil Company. I said, do you have any stations open, for sale, on the lower desert? Yes, we happen to have one. Curly Moore wanted to get out because his wife didn't like the desert. Yes, we have one in Palm Desert, that little thing. (laughter)

AC: That you'd passed up?

JM: So I called the people in charge of this area, Union Oil Company, and got the figures, what Curly Moore had purchased since he had been open. And by that way I could tell if I could live or die. (laughter) Because we had two small children, a son ten, and a daughter five. And so we got all the figures over the phone and we sat down and figured, well, we could just barely just make it, you know. So we made an appointment with the Union Oil representative and met him in Palm Springs. And we drove out here, looked it over. So when we went back and we decided, well, we want it. And so in one month, we sold

the business and found this little house down here that the Clay Stern's rented.

AC: Yes.

JM: Rented to us down below here. And right across from us was a big cotton field. And the airplanes used to crop dust that over us, and when the wind blew, why (laughter) But we, it was quite slow because we bought it in May. And in those days after Easter, why that was it. And I must tell this because during the summer, in those days they'd broadcast the Dodger games during the days, they were playing day ball, so we would sit on that lubrication rack and listen to the ball game and I'd fall asleep. (laughter) And so that just, I mean what we had to go through. However, it was so happy, such happy times I should say because we had people like Anne and Harold and Ed, and oh so many I could name. And everybody knew each other and everybody smiled and stopped and talked. And it was just like Ed said, just a little town that was happy and looking forward to everything that would happen if they could help. And if anyone was in trouble, everybody pitched in and helped, and it was just a beautiful family.

PY: What was the attraction to the desert? I mean most people you hear don't want to come back, you know, if they can't

be here seasonal.

JM: Well, we enjoyed Palm Springs so much. Every vacation we could have, why we'd come to Palm Springs. And we'd never heard of Palm Desert until that JC luncheon that the girls had at Shadow Mountain.

EM: That must have just been opened then.

JM: Just been opened. It wasn't quite finished.

EM: When they had their luncheon there. Yes.

JM: And they had a fashion show, didn't they, Honey, for you?

KM: I think so. It was a beautiful club.

JM: Yes, it was.

AC: It was an unusual . . .

KM: It was out in the middle of nowhere, but it was beautiful.

AC: Yes. And really they made a wonderfully concerted effort to keep you entertained and to have functions. I think that's one thing that Cliff did very well.

JM: Oh, super. He always had something.

AC: It was a family club, and it was open during the summer. Just lots of fun. And for instance, the firemen. One of the things we always had was that Fourth of July firemen picnic. And the movies at night.

EM: We all had booths.

AC: Yes.

JM: To raise money for the volunteer firemen.

AC: Right.

JM: And everybody pitched in, and everybody just had fun.

And it was also, it was a family club, and the children just lived like a king on a beer pocket book, you know.

Isn't that right?

EM: Absolutely. And they could go up there any time and you didn't have to worry about it or anything.

JM: No, they had like Lou Keener was the what do you call it?

AC: Director?

JM: Director. And then Irene Mathius was hostess, and she was arranging different things for night time. And everyone would come to any function they had.

EM: They had a lot of good ideas, too, you know. They always had a minstrel show, the swimming meet, or something going on all the time.

JM: They had big tennis meets.

EM: Yes. Tennis.

JM: And big swimming meets because it was an olympic pool.

And we had water shows on weekends and tennis tournaments.

Some of the best players, like Tony Trabert, and those fellows played there. And it was just a beautiful,

beautiful fun club. I don't think it would have been as

nice without it. I have to say that.

PY: Palm Desert, you mean.

JM: That's what I mean. Especially in those days because there was nothing here. Angelo's, this place here, and I think that was it, wasn't it, beside the Shadow Mountain Club. There was no other place to eat dinner.

EM: A lot of people would come to Angelo's. That was a pretty popular place, you know, if you wanted to go from Palm Springs to go somewhere to eat, people would come to Angelo's, you know.

JM: Well, then also Shadow Mountain was a club.

EM: And it was private, but . . .

PY: But open to the public if you . . .

EM: You could get guest cards to go in there.

AC: All of us belonged, so people who, practically everyone.

JM: That's right.

AC: And he made it very, Cliff made it very easy for people who wanted to belong just for the summer activities.

JM: Yes.

AC: There was a nice membership deal . . .

JM: Yes, they had summer dues.

AC: For a summer dues.

JM: And it was very reasonable.

AC: Very reasonable.

JM: If I remember correctly, I think it was about thirty dollars.

AC: Thirty dollars. I remember that, too.

EM: For the three months.

AC: Yes.

KM: For the whole family.

JM: Yes.

AC: Yes.

JM: But you have to remember this, in those days now, times weren't too good then, you know. I mean, we were still, isn't that right, Ed?

EM: Absolutely. Yes, it was . . .

AC: And, Jerry, do you know that the first month that we were in business it was December, 1948. Our total sales were five thirty, and Dick Mirey said, "Harold, what do you mean, five hundred and thirty dollars?" And Harold said, "No, five dollars and thirty cents." (laughter)

JM: I believe it.

AC: That is correct.

JM: And I was looking back talking about that, Pat. It is Pat, isn't it?

PY: Yes.

JM: Before I came here since I talked to you, I was looking back. I've kept these records of all my sales and prices and things, and I was selling super, which is premium now, twenty-eight point nine cents a gallon. (laughter) So that's the way things go. But, gosh, I couldn't stop talking about this because it's just been so beautiful, and such beautiful people, such beautiful people! And in my business I meet so many of them.

AC: Everyone helped. I remember when Harold passed away, Jerry was president of the Rotary Club. And you people were the wonderful people who arranged for the ministerial fees, the nice Presbyterian minister who was down in Coachella who came up. And you people took care of it because I had a lot to take care of then. And I never will forget it.

JM: Well, I don't think we will either. But they had the furniture store, and she had so much to do. But always that smile, though.

PY: Of course, that's her trademark.

AC: That's right.

EM: I can't think of anyone that's been more active in the community than Anne has. She's done everything that there was to do.

AC: Well.

JM: I've never heard her for any worthy cause, not only worthy causes, but I've never heard Anne Carpenter turn down anyone. If it's something she believed in, and you could depend on her doing it.

AC: But it's almost really it should be bounded by an age limit, I think. I'm getting above and beyond all of that.
(laughter)

JM: Oh, I won't buy that, will you, Ed?

EM: No way. (laughter)

AC: Kay was always very active in the Shadow Mountain Club and hostessing and all of those events that we had over there.

KM: Yes, I was right in the middle of them.

AC: Yes.

EM: I think one interesting thing that I was just thinking of, looking at the bank over here, was I don't remember when the Bank of America opened, but we used to have to either go to Indio or Cathedral City or somewhere to the bank.

JM: It was in the Desert Magazine building.

EM: Yes, originally.

JM: One little stall.

AC: And they would keep it open. Betty Halverson whom Ed

and Charlie had working at the counter, or at the fountain, bought the little Hunter Restaurant in 1954, so she was my neighbor across the street. And she closed about two thirty and then she and I would get our money together; if we were lucky we might have sixty dollars to deposit. And we'd call up Mike at the, Mike Manyea at the Bank of America and he'd keep the doors open until we got there with our money. It was very nice. No door was ever slammed in your face.

JM: And I have to tell you this story about the banks. This was before the Bank of America came in, and we went to the Desert Bank which was owned by Torgy Torgenson.

EM: Right. In Cathedral City.

JM: And he was a Rotarian, and you know, and money in the summertime would get a little short. But they would always call you if you were short, you know, and say, well, we need a little in here, you know. So one time I went on vacation and Hal, my manager, has been with me as long as I've had the place, thirty years. So Torgy called Hal and says, "Hal, we need some money." And Hal said, "How much?" "All you can bring." (laughter)

EM: Well, I can tell you a funny thing that happened to us, you know, you talking about money being tight, and it

really was. But getting to Cathedral City wasn't that easy, you know, and that was while I was still in Palm Springs. And Charlie Hughes was down here. And so we'd have to juggle it anyway we could to get to the bank, you know. And so this one day, you remember Olga had that little Mexican restaurant down there with the upside down sign.

AC: El Beso Me Mucho.

EM: Yes, right. Well, some people, Charlie was making up the deposit and that was for over the weekend so we had, you know, what you call pretty good, probably a couple of hundred dollars, but it was a pretty big deposit. Anyway, he had it all made up and these people came in. They were strangers, you know, and Boston things, and he was waiting on them. And they were asking him places to eat. And, of course, that was one place that was open, so he recommended, you know, that they could go down there. So he got everything fixed up, and they paid for it and left. And so Charlie was going to grab the bank and go to the bank. So he went to grab for it, and it wasn't there. (chuckle) So he thought, oh, my God, what did I do with it. And he got to thinking, I must have put it in with those people's merchandise because, and

so then he said, well, maybe they're down at Olga's. So he ran over to Olga's and sure enough, the people were there and they opened the bag and there was the bank deposit. (laughter)

JM: Oh, I hadn't heard about that and I knew Charlie real well. (laughter)

AC: I had a customer come in one night about five thirty, and we usually stayed open as long as anyone was there to look at anything. You know how the furniture business is. And this lady looked around, and then she left. She didn't tell me who she was, but about ten o'clock that night I had a call from a strange lady and she said, "Did I leave my purse in my store? I need to go to the airport and take a plane. I'm going to Canada in the morning, and I am almost beside myself." And I said, "Well, I'm all alone and I'm too scared to go to the store by myself, but I will go at six o'clock in the morning." And she said, "I want to tell you that I have six hundred dollars in that purse." And, of course, that was a great amount. Oh, I think before I left that night, I noticed this purse. And I didn't look in it, but I just, I knew it was that lady's. I stuck it in a baby crib that I had full of sofa pillows and just piled the pillows over it. And I said,

"Yes, I must have your purse." And so when I got there at six o'clock she was at the door, and picked up her purse. But I had left it in, that was right, I'd gotten the story a little mixed up. It was something like yours and Charlie's deal.

EM: Yes. (laughter)

PY: So it sounds like there wasn't a lot of crime around here at that point.

AC: No.

EM: No, never knew of any. I didn't think of locking the door.

AC: Jerry, what is Hal's last name?

JM: Webb.

AC: Webb. I was thinking . . . But he was with you from a young fellow on.

JM: He was twenty years old.

AC: Yes.

JM: And he came with me five days after I bought the place and been with me ever since. I would say in the thirty years he's been with me he hasn't missed seven days of illness in the thirty years. And there have been times when I'd have to practically carry him and put him in the car to make him go home. That's how faithful he is.

AC: A little bit of wonderful.

JM: Just more like my oldest son or younger brother or something like that. And his family is just like our family.

PY: Is he any connection with the Webbs that used to be in Indian Wells?

JM: No. He was born in Indio.

PY: In Indio?

JM: Yes.

PY: That's interesting. Most of the help that you get at the station, was it at first people from Indio?

JM: No, no. Now I had another employee which both of you knew well, Bud, Bud Cell.

AC: Oh, yes.

JM: And he was with me a long time. And we built one in Rancho Mirage. And I had him manage it. And then after about three years, I sold it to him. And he left and left the area, but he was a very devoted and very nice young man.

AC: Yes.

PY: Where was he from?

JM: Oh, back east someplace. I can't remember.

PY: Oh, he just came out here?

JM: Yes. He was single at the time when he came. Well, he worked for Curly Moore.

AC: Did he come with the Army. You know, a lot of the boys . . .

JM: I think maybe he did.

AC: In Cathedral City area. I remember Tiny Henry.

JM: Tony Henry, yes.

AC: Tiny Henry's husband came, and they came when the training was here.

JM: Herb Henry?

AC: Yes. And then the boys went on into the South Pacific or wherever, and the girls waited, and settled here. Quite a number of people in Cathedral City did that.

EM: I think that was one of the things that brought a lot of people to the Palm Springs area, too. They were with the Hospital that had been stationed there or something or had been a patient there. And after the war, then they came back there. There's quite a number of people from Palm Springs I know that . . .

AC: Bob and Mary Ellsworth.

EM: Yes.

JM: He's a retired colonel.

EM: Yes.

AC: He came because he had been an attorney and liked it.

EM: I think the same with Bob Sturgeon.

JM: Yes.

AC: Yes.

EM: He owned the . . .

JM: Twin Palms . . .

EM: Twin Palms Lodge.

JM: Actually one of the . . .

EM: First ones.

JM: Well, adobe was the first. I think Tech built the adobe first and then Bob Sturgeon, who was a Rotarian, built the Twin Palms Lodge. And he and Oscar Hurley, who owned the Palm Villa Lodge across from my station. It's one of the oaks there. They used to land their, they both flew, and land the airplane right back of me on El Paseo.

AC: And so did Reef Shea.

JM: Reef Shea. Oh, yes.

AC: Do you remember Reef Shea came.

JM: He was president . . . He was elected president of Rotary, and then he had that accident.

AC: Yes.

JM: Yes, I knew him well.

AC: Up in Northern California.

EM: But right back there, the little planes just land there.

PY: I think Grace Hume talked about that, too.

EM: Yes, Grace would know. Yes, yes, yes.

JM: Actually Grace has one of the first businesses here, too.

EM: Yes.

JM: She was in business

didn't she, Honey, Grace?

KM: Yes, I think she did.

AC: She joined our society last week, and then gave us . . .

JM: Oh, did she?

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AC: Oh, I think when we came there were ten or fifteen houses.

The Mullen Investment Company built some of them. And one was occupied by, or had been built by, the Darlings.

The Darlings owned a ranch down below Coachella and they had a house which they sold to Mary and Bob Ellsworth.

And then because Bob, the retired colonel as Jerry puts it, decided to get into real estate. He started working for Chris and the Mullen Investment Company. They were the people who had the Palm Village Land Company.

PY: Now Gert Keedy talked about Bud Godfrey. How was he involved with that?

AC: I think he might have been part of the Mullen Investment Company. I don't know, but I know they were, oh, Gert would probably, could put you straight on that, or Bob Keedy because he was sent down here by that firm. So I think that was it.

PY: So there were only ten or twelve houses?

AC: Yes, on this side. But then with the Palm Village pool, there was a big reservoir which we used for swimming pool, and it was used for some years. And then . . .

JM: It was right across . . .

AC: Right across . . .

JM: Next to where the Sunshine Liquor was, right in there.

AC: Yes.

JM: Wasn't there a water company office in there?

AC: Yes. The water company office.

JM: And then the community pool was right there.

AC: And then Clay Sterns ran the water company.

JM: That was right. An old vaudeville man.

KM: And the theatre.

AC: And the theatre, that's right.

JM: Yes, Palm Desert Players.

AC: Yes. Clay Sterns started the Players. And he was given a really gigantic booth, we felt, when Dorothy Seeman . . .

JM: Dorothy Seeman.

AC: Gave him two hundred dollars to start the little theatre.

And so we had the old cabinet shop and remodeled it into a theatre that held about ninety-two people. And then we went on, of course, to bigger things. But when it was in the old cabinet shop, we often had dinners before the performances. And as I've always said, Clay was just the spark of all of that. The first meeting we had, though, we had over at the Desert Magazine building. Randall Henderson let us go have the meeting there. And we had, oh, everyone communicated and everyone took part.

PY: Were you involved with the little theatre at all?

JM: I was, and our daughter was.

AC: Yes.

KM: I was.

AC: And Tom was.

PY: Tom was, too.

AC: Tom was in one of the best mysteries we ever put on. It was "The Mousetrap." Wasn't it, Tom? And it is in England the longest running mystery of any play that has ever been. It's still performing, I think. It's a wonderful Agatha Christy play. Do you know it?

PY: Yes. Is that why you put Tom in it, because he's English?

AC: He did a marvelous job. He had the proper accent.

JM: But Clay was so enthused about everything pertaining to entertainment. He would get you so enthused. And if you had just a little bit of talent, why he would get you and work with you and work with you. And I remember we had the Palm Desert Follies.

AC: Right.

JM: And he talked me into doing a soft shoe, and we would practice up at our house out on the patio. And all the people that were in it would be up at the house to practice. And, boy, and he'd just practice, you know, just have you practice until you were about ready to drop. And he didn't ever seem to get tired. And he was such a wonderful soft-shoe dancer, wasn't he?

AC: Yes.

JM: And do anything.

AC: Yes.

JM: Acting.

AC: He had been in the passing show in New York, the passing show of 1919, when he was just a kid. So he really had a fine background and then had been in theatre and speaking theatre. I was thinking about Kathy Malone who came one Christmas night with Dr. Baker and the other

members of a little choir and sang carols for us when Harold was ill. It was the nicest thing. She was so cute and beautiful. The children were all part of those things.

JM: Oh, yes. Yes, yes.

KM: Irene really had them organized, even before the fellow, what's his name?

AC: Before Lou Keener.

KM: Lou, before Lou, yes.

AC: Yes.

KM: Remember how she organized the children?

JM: Yes, she worked with them.

KM: And taught them to dance and table manners. Remember, she used to do all that.

AC: Yes, and I remember they had teenage dances and dinner parties for the youngsters. It was really a wonderful experience for youngsters growing up. They all had a good time, the boys and girls.

JM: Kathy, our daughter has mentioned many times, she said, she had such a wonderful, beautiful childhood.

AC: Good.

PY: How old were your children when you came here?

JM: Kathy was five and a half, and our son Joe was ten.

KM: Ten and a half.

JM: What?

KM: Ten and a half.

JM: Ten and a half. Five and a half years difference, or six?

KM: Five and a half.

PY: So did they have friends in the area? Were there children their age?

KM: Yes, children both of their ages at the club.

JM: Yes. Bob and Gert had a daughter and son. And the Andrews had children. Oh, gosh, there were quite a few children.

AC: And the Olsons.

JM: Yes, yes. Dolly and Kay Olson.

AC: Dolly and Kay, and then a few more people came in and we knew all the children and we knew all the dogs. Now I remember, you'll be surprised, but I remember your Scotty, Butterscotch. Isn't that right?

JM: Right.

AC: Because, you see, they're sort of relatives of mine because we had Mr. Bostwick, who was a brother to your dog.

JM: I remember that now. I'd forgotten it.

AC: We were a pushover for dogs. And then there was Chipper Olson.

JM: Chipper, yes.

AC: And Dacar.

JM: Dacar, yes. That was Cliff's dog, his big great dane. And he was allowed to be at the club. He could go anywhere. But no other dogs, but Dacar, beautiful great dane. And everybody knew Dacar and Dacar knew everyone.

AC: Just friendly.

JM: Yes, yes.

AC: Edith Eddy Ward, who was the great lady of real estate.

JM: Real estate, yes.

AC: Edith Eddy had Shady Lady. Can you remember?

JM: Yes.

AC: A poodle. That was very nice.

JM: And her mother Bunny.

AC: Oh, yes. Bunny Ward played the piano for the church. I can remember that very well when Dr. McCartney started the church up at the stables.

JM: Dr. McCartney, yes. He was minister when we came.

AC: Yes.

JM: And then I think Dr. Baker followed him. I think so.

AC: Yes.

JM: Yes, yes, he did.

AC: And then Warren McLane.

JM: Yes. And then Dean Miller. Dean followed Warren McLane.

AC: I often think about the unique quality of the people who were here. You liked them all because they were all here. One thing, you knew them very well, very much or not, there was kind of a wonderful, it must have been what the pioneers had, don't you think? Kind of a rapport.

JM: Togetherness.

AC: Yes. That was good.

JM: Oh, yes, yes. I think that's really, when you moved here, you just fell in love with it because of that togetherness. It was just something that you can't explain the feeling when you see them and "hi, how are you." And if they had a problem, why we'd all try to carry it with them. And just like I repeat, it was just a real happy Palm Desert.

AC: I like to think of a group of retired people. Jerry and Kay, you will remember the Shutes and the Mitchells and the Kirks and the Kaplingers. A nice group of retired people who formed a nucleus and with together Dr. and Ruth Hayes from down Indio way and Lillian and Warner Goobitz.

JM: Goobitz, yes, Warner Goobitz.

AC: Who were always interested in square dancing and formed a kind of a rather older nucleus in the club at Shadow Mountain, and were always apartment.

JM: Square dances every, I've forgotten, once a week, I think.

AC: Yes, I think every Monday night they met. But they took part in everything else that happened, too. But it was always pleasant. And then the ex-governor of Washington, Walgren and then Mabe, his wife, who were good neighbors to all of us came. And they were part of us. And the Bergquists.

JM: Yes.

AC: Eric and Agnes.

JM: Agnes, yes.

AC: Yes. So, but we, it's fun to meet those people now every once in awhile at the post office, those that are still with us.

JM: Well, you know, she mentioned Ralph and Mary Caplinger who were retired people. And when they left, why they gave me every Sun Spot that they had. A Sun Spot was our little news about the club. And my gosh, I must have a box that big and it was so interesting to see the pictures

in them. And I was so grateful for them, to give them to me, because they came and asked me if I would like to have them, and I said certainly. And who was in the square dance Bob and Ruth Owen who owned the Copa Deora. They were over at our place for dinner Saturday night and we were trying to think, in your square dance group, remember the real old fellow who was so . . .

AC: Oh, it was Wilbur and Bear.

JM: Bears! Wilbur Bear.

AC: Yes, Wilbur and Bear.

JM: I mean he just jumped and . . .

AC: Yes.

JM: And he wasn't, he was kind of old then, wasn't he?

AC: Yes. He had danced, he loved dancing, and he had danced every dance that he'd ever heard, I think.

JM: He had more pep.

AC: Yes.

JM: And both Ruth and Kay and I were trying to remember his name, and I knew it.

AC: Well, tell Bob and . . .

JM: Ruth.

AC: And Ruth, they were old customers of mine or of Harold's and mine.

JM: Oh, yes.

AC: We knew them. They used to, we on the desert
before they moved.

JM: That's right.

AC: Here.

JM: That's where we met them, was when they were weekending
on the desert. Well, we met so many of them, but . . .

PY: That brings up a question. Oh, you had something, go
ahead. When did you notice like the tourist trade picking
up around here?

JM: Oh, you mean to any extent or . . .

PY: Yes, you were saying that when you first, well, of course,
when you first came down it was already summer, but . . .

JM: Oh, it gradually picked up every year. Oh, yes, yes.

PY: But was there any big . . .

KM: It was quite gradual, just, I don't remember anything

JM: We didn't have any booms.

AC: No, it was just an even

JM: Real gradual. Every year it would get a little better
and a little better and a little better, but more.

AC: A little bit more.

JM: Just the last five or six years is when it just, you know

AC: People used to come and view the flowers. I remember in

forty-nine and fifty we had lots of people come because the Los Angeles Times said there are lots of wildflowers. And then we often had people, after the motels opened, came for Easter week. But as Jerry said, and Kay too, it was just a gradual, a very nice slow growth. It wasn't too much to be able to keep track of the new houses that were building. Because we always, didn't we, use to inspect when anyone built a house you always went by. Tom Brown Dream House No. 2 or his Dream House No. 1.

JM: Charlie Milekin, Charlie and Ruth Milekin, they built a couple of new homes.

AC: Do you remember the Moseleys?

JM: Oh, Andrew and Lee, Andy and Lee Moseley, yes, very well.

Well, just beautiful people like that. Did Lee pass away?

AC: I think so, yes.

JM: I knew Andy did.

AC: Yes.

JM: But so many of those people like, well, like the Milekins and we had quite a few General Motors people that started here, like Tom Brown, Charlie Milekin, the Crookers, Bob and June Crooker.

AC: Right.

JM: She's now June Brown. Yes, Bob Crooker passed away pretty

quickly after we moved here. And they were all General Motors people.

AC: And then do you remember the writer that we had who wrote for Abbott and Costello? Dorothy . . . what was his name? Oh, I wish I could think of it. But he was a writer for Abbott and Costello. And I said to Milt Hunter, or Milt Hunter said, "What does he do, Annie," and I said, "He is the comic writer," and he said, "I never heard him say a damn funny thing in my life." (laughter)

JM: And then one of these, oh, excuse me. Go ahead.

KM: When we first moved here, all our friends thought we'd lost our minds, of course, you know, moving so far away. And so every weekend we'd have this houseful of people. They thought we would be lonely down here, you know. We had so many people we didn't know what to do with them. And Hunter said, someone said, "Gee, the Malones sure have a lot of company." "Company," he said, "they're running a motel!" (laughter)

JM: Yes, Milt and Lorna Hunter lived across the block from us. There's nothing in between. And that's when Milt said, "Hell, the company. They run a motel." Because all of our friends had children about our children's age, and we only had a two-bedroom, little two-bedroom, one-bath,

little house down below here. And they all had children, and when you got up in the morning, why you had to watch your step to walk through the house or you'd step on a child, you know. But everybody was happy. But they just felt so sorry for us. Oh, my, they had to come down and see us. (laughter)

PY: Tell me about the Shadow Mountain Club. You were a hostess there. What was it like?

KM: Oh, I really wasn't a hostess, but I helped, you know, with all the parties and decorating and with the tennis, too. We had a pretty good sized tennis group. And we had, well, particularly when we had that, was it South-western Tennis? What was it? Association that used to come here.

JM: Southern California Tennis Association.

KM: And we had, you know, to prepare parties for them and places for them to stay. And their trophies and all that sort of thing. Our son played tennis and he got to be pretty good. He learned right there at Shadow Mountain Club. Benny Rurack was our tennis pro. Benny and Magda, his wife, also taught tennis, so we had a good sized tennis group.

PY: Were a lot of women in the area involved with the club?

KM: Yes, quite a few. In tennis we had a big, good sized women's tennis group. In the club there were about, oh, I'd say about five or six or us, I guess, that did most of the decorating and planning, helping. Irene and Lou.

JM: Because they really did it in style. I mean, they worked and worked. Remember that big room at Shadow Mountain Club was a big room.

KM: Planned the parties, you know. Lou was full of these shipwrecked parties. Well, anything that he could come up with.

PY: Oh, so you all had to put up the decorations like for the luau and things like that?

KM: Yes.

JM: Yes. And then we would participate in the party, come dressed as . . . Babe liked, for example, come dressed as a song title.

KM: Yes, that had that party. It was really hilarious.

AC: And then do you remember the Queen for a Night party?

JM: Oh, Monday nights at Hazel Sargent's.

AC: Hazel Sargent Snyder did those.

JM: Yes. Hazel Sargent Snyder, yes.

AC: I was thinking about the parties, Kay. They were just wonderful. For instance, Ellen Mhoon and all those people

worked with you because it wasn't the way it is now when you get decorator or a florist to come in and do your party and then everybody ohs and ahs. It was participation by . . .

JM: And didn't spend any money.

AC: Its people. (laughter)

JM: So we had to have ideas how to make different things and then out of nothing. And Lou was

KM: I don't know how many cans of gold spray paint, was a favorite.

JM: Lou was a master at getting these gals to work themselves.

AC: Kay, did you take painting from Goldie Harding?

KM: Yes, I did.

AC: I want you to tell about Goldie, who was such a wonderful painter and a fine instructor.

PY: Was this the pallet club?

JM: No.

AC: No.

KM: She had a home down here on the north side.

JM: The old Ellsworth house, wasn't it?

AC: No, it was across from the Ellsworth house.

JM: Oh.

AC: It was on the Ansons.

JM: Yes. Go ahead.

KM: Well, I didn't know her as well as some of them, girls that took painting from her, because they brought me in. They talked me into it. I had never done any painting at all, and they talked me into going. And she was a wonderful teacher. She really was. She just took so much interest, and she had me painting inside of a week. And the club had showings, had our pictures all up there time and time again. Didn't Walgren buy one of my pictures?

JM: No, it was Senator Hawks.

KM: Hawks, Senator Hawks, he bought one.

AC: Kay was very good, as I remember.

JM: Well, Senator Hawks, a retired senator from New Jersey, had a showing up at the Shadow Mountain Club. And remember Harry, the maitre d'?

AC: Yes.

JM: Up at the club. So Senator Hawks was looking at the art, you know, on the walls and everything and he saw this picture that Kay had painted. And he didn't know, you know, I mean, he didn't put that picture with her. And he went to Eric, and he said, "I want to buy that one."
"Oh, Senator, we can't give it to you now." "I want that

picture." And so he said, I don't think they had prices, though, I'll give such and such, you know.

"Well, I'll have to call Mrs. Malone to find out if she will sell it for that, if it's okay to take it," you know.

So Eric called Kay and said, "Senator Hawks wants to buy this particular picture and he's offered so much money for it." And Kay said, "Yes!" (laughter) It was the first one. And so he had his chauffeur come in and take the picture off the wall and gave Eric the money and took it away. But she did, I met Goldie many times because of the showings, and she was not only an excellent teacher, but an excellent person.

KM: Oh, she was a wonderful person!

JM: And just a terrific teacher. And like Kay said, she had never painted in her life. And when Goldie got through with her, she was a real good artist.

AC: She would develop people. I know one of the ladies had, was, oh, much, much older than Kay, and she found that she was sort of a primitive painter. Goldie had many fine honors in her life, was in "Who's Who" in American Artists and had had wonderful studios. So it was just marvelous that she came here. I still have one of her little brochures, Kay, that she put some color on that

announced her little studio. But I remember that you had had great success there.

JM: Goldie Harding.

AC: Right.

PY: Another, someone told me I should ask you about Milton Ben Page.

KM: Oh, yes.

JM: Well, they're still good friends of ours. And you probably heard their background of the old Page ranch where El . . . Well, Milt's father owned this big vineyard. I think he had bought it in about 1926; Farmer Page was Milt Page's father. And had all that acreage where El Dorado is. I've forgotten how many acres. I can't remember. But it was a lot of acreage. And so, and Milt Page was not a farmer, didn't want to be a farmer, and let his parents know that he didn't care about being a farmer. But his dad talked him into coming out and just kind of learn it and manage the best he could because they had the family and the family that had been with them for years and years and years. So they helped Milt very much. And they naturally were very active at Shadow Mountain Club with the tennis and all the parties. And then they had this big beautiful, which is the clubhouse,

it was, I don't know if it's still there, the clubhouse for the polo, that was their home. They moved it when El Dorado bought it and moved it and put it over at the El Dorado Polo Field. And that was their home. It was, oh, a big, big adobe house. I've forgotten how many rooms. And they had a lot of parties there that all of us went to. And so then when Milt's parents sold the ranch to El Dorado, and they moved to Manhattan Beach, and have been there ever since. And we just saw Milt, oh, two or three months ago. He was down. And lovely people, fun people. And I think he's in real estate. And I think Betty is working someone in the dress shop because they had to have something to do. But they had two lovely children. And they were younger than Kay and I. They were about ten, twelve years younger than we were. But beautiful people, beautiful looking people, too. Do you remember them?

AC: Yes. I wonder, Kay and Jerry, did you know the Jans?

JM: Oh, Bill and Ann Jans?

AC: Yes.

JM: Sure.

AC: They were such a nice addition for awhile.

JM: Yes, yes.

AC: Tell about them.

JM: Well, Bill and Ann, he owned the Coachella Valley Feed Yard, one of the biggest feed yards in the United States.

PY: Where was this?

JM: Coachella.

AC: Coachella.

JM: And so anyway, they wanted to move someplace where it was private. So you probably haven't even noticed, maybe you have, as you enter Indian Wells, there's a big house on the left. It's kind of setting up at a cove. Now Indian Wells wasn't even thought of. The country club wasn't even thought of, and I think they bought forty acres and built this beautiful home. Stan Ring designed it.

AC: Yes.

JM: And they thought they were getting away from everything. And they were very wealthy. They came from a wealthy family and everybody invested well and so they bought this, it might have only been ten acres, and just right after they bought it and Indian Wells bought property all around them and started the golf club. So they moved and they sold out the CV Feed Yard, Coachella Valley Feed Yard, and bought Sun Valley. Bought Sun Valley.

And they moved up there. And poor Ann was killed in an avalanche.

AC: An avalanche. A great sadness.

JM: And she had sadness before in a fire up in Pasadena, and saving her children she was badly burned. But beautiful people.

PY: Which was the house; can you still see it?

JM: Oh, yes. Yes, yes. Isn't it Club Drive that you go up? Just below Gurleys' place, Anne, you know.

KM: You know that big one that sits up on the hill.

JM: You know Gurleys.

AC: Yes, the Gurleys.

JM: House, yes. Well, it just, I think it's Club Drive, yes, I know it is. As you enter the club, it's before you get to the parking lot and anything. It's the house on the left. It's down below Gurley house. And it's hard to see now.

AC: Yes.

JM: But it's back in there, and it's a big beautiful home. But can you imagine the value of it today.

KM: I think Stan and Rick Ring

JM: Yes, I said Stan Ring designed it. They were very good friends. And Jans were very good friends of Milt and

Betty Page.

AC: Yes. They were always such nice people to meet.

JM: And Yens and

AC: Yes.

KM: The Leon Kennedys were

JM: And Leon Kennedy and Marlo Kennedy. But Yens Harbo, you know, I mean . . .

AC: HMS.

JM: HMS.

PY: Oh!

JM: And he came from Denmark and worked out in the fields for Bill Jans on farms. And, Anne, I don't know if you remember this, but during the summer the main dining room of the Shadow Mountain Club would be closed. And in the summertime we had our snack bar in the back. And we had our entertainment and everything back there, just a snack bar.

AC: And he would play.

JM: And he played the piano and the little three-piece orchestra. Band.

AC: Orchestra. Yes.

KM: They had a good jazz band.

JM: Oh, yes. And . . .

PY: Do you feel that the change has been a positive one or detrimental to what you knew? How do you feel about it?

JM: Well, if you want to know my honest opinion, naturally, it's been good for business, but I don't like it.

Does that answer your question?

PY: Yes.

JM: The reason is because we were brought up in the community and it's just getting a little too commercial.

KM: Well, it's like what we came down here to get away from.
Los Angeles

JM: Came here to get away from the hustle and bustle and now it's getting to be a hustle and a bustle.

AC: Yes, and you will find that whether you like it or not, you resent a lot of people such as the lady from Iowa telling me that in Iowa the dues were just five dollars. But you resent a little of that.

JM: I said, you know, naturally now I want to also add that I wouldn't live anyplace else.

AC: (laughter) Good.

still

JM: And we've traveled and we/just love this place, and I love all the people. I love my customers and most of them have been with me ever since I started practically. And when they pass away, why their children trade with me

and so I'm pleased. I love my business; I love the people. I have no intention of retiring which I'm at the retirement age because I love the people and as long as my health is good, I'm going to be on that corner. So I don't want anyone to get the wrong impression when I say I don't like it. I don't like certain elements of it. Right?

AC: That's it.

JM: Right, Honey?

KM: But it's an entirely different life now than it was when we had to come into the small town.

AC: One morning, I think I told you this before, but Susie and I were going to the store. Susie was the first silversmith and she said, "I'll never forget it. I came to Palm Desert, to the desert to live to have time to do all the things I wanted to do all my life, but I've never worked so hard for a living." (laughter)

JM: That's right. That's right.

PY: Were you working all the time at first?

JM: Oh, yes. Gosh, every hour, oh, twelve, fourteen hours a day, I should say. And I'll remember in talking about Anne getting down there at six o'clock in the morning for the ladies' purse. We were at the Shadow Mountain Club on a Saturday night and party all dressed up and

saw Ruthie at the door, you know, at the Shadow Mountain Club, paged me. And so I came out and she said, "Jerry, Mr. so and so's got a dead battery, and he just doesn't know what to do." So here I am all dressed up and everything. I went home, got the keys, opened the station up, brought a battery up to his car, put it in, and then washed up, came back to the party. (laughter)

PY: That's a small balance.

AC: Yes.

JM: Right.

KM: Purse so small. I don't know who they thought Jerry was but at least they knew his name. He used to get the weirdest phone calls. People thought he'd fix anything that was wrong, you know.

JM: Oh, yes, I have to tell you this about Mrs. Belyea. Remember when she ran the . . .

AC: Yes. Isabell Belyea.

JM: Isabell Belyea. She ran the ladies' shop up at . . .

AC: The Clothes Tower.

JM: Yes, up at Shadow Mountain Club. And she called one morning and said, "Jerry, I have a problem." And I thought,

"Well, what is it?" She said, "My cat's stuck behind my refrigerator." (laughter) So I sent Willie, remember Willie White that worked for the big black man?

KM: Yes.

JM: So I sent Willie up and he moved the refrigerator and got the cat out. Oh, some of the things they would ask, but he just, you know, I mean, you would do it because, you know, you loved them and it's such a small community that everybody helped what he could. But they would come and ask some of the things and . . .

AC: Did we tell you about Joe, the locksmith?

PY: You did, yes.

AC: Yes. He parked at Vern's station, didn't he?

JM: Oh, yes.

AC: Or did he park at yours?

JM: No, not mine.

AC: I think I told you about Joe before, but he was a character.

JM: Yes.

AC: We've had plenty of those.

PY: Yes. Would you tend to go to Cathedral City to get things? Well, you had a market here, so you wouldn't have to, really.

AC: No, we didn't go to Cathedral City too much. We went to

Palm Springs to go to a show usually and maybe to go to the, they had a theatre in the round there that was a very fine theatre. And we always had tickets to that. In fact, I used to sell tickets for them. Mike and his wife, Farrell, ran the theatre in the round and they brought^{out}/headliners, oh, for instance, they would have, they had "Ann Hardy" and "The Corn Is Green," and they did, oh, any number of the Broadway shows with headliners. And so we often went to Palm Springs, but for our groceries and everything, we bought everything here in Palm Desert. We went to Indio quite a bit. If you needed a pair of shoes you went to Indio usually or Palm Springs if you wanted something fancier, but it was a good spot to be, right in the center of the desert.

JM: Most people that lived here, if any merchant had what they needed, they traded with them. If they didn't have it, then they would go someplace else. But they saw to it, like when Andrews had the market, and Textell and myself service station, they had the drugstore and the furniture store, but they would come to us first. Isn't that true?

AC: Yes.

JM: Very true.

AC: We'd always try to get things for people. I can remember Dorothy getting into the car and going to the wholesale house to get somebody rye flour or you know.

JM: Stuff like that.

AC: It was easy to do.

JM: And no one seemed to be in a big hurry, you know. Just take your time.

KM: That was the bane of a lot of people's existence who came here and bought houses, and they'd say, well, we thought this was going to be done last weekend. But then people would just explain to them that this was the desert and you didn't do things that quickly, you know. (laughter) Telephone service in the summers.

JM: It was owned by, oh, what was his name.

AC : Mr. Newman.

JM: Newman, Kirk Newman. He would now, he was about eighty years old then. It was a family-owned telephone. And I had a pay phone in my station, he'd have a little man with him, but here Mr. Newman was right with him to see that he collected all the dimes (laughter)
I told you that, didn't I?

AC : And then how he told Harold to go tell at eight o'clock in the morning. Didn't I tell you that?

KM : I don't remember that.

AC: Well, we had a telephone and then he decided that we would change our number, Mr. Newman, Sr., so they changed our number and we had few enough calls. They were very precious, even if somebody wanted to call up and find out how you were. And so we found out that our number was changed, so Harold called [REDACTED] Mr. Newman up and said that he had never been in a place where there weren't referral calls. If our telephone number was changed, would they refer the calls from the old number to the ^{new one} ~~same~~ and he said, no, we can't, we don't do that. And Harold said, well, I've never heard of anything like that anyplace where I've lived. There have always been referrals. And he said, well, he said, you can go to hell. And Harold said, I like the desert very much and I intend to stay here. But, so we all hung up and then the next day, or the next weekend, Kirt and his wife came out and bought a nice order of outdoor furniture ^{from us} ~~from us~~. We were amazed, but that was Mr. Newman who had seen to it that the desert had a telephone.

JM: And after that story Drexell Cooper was manager of Imperial Hardware in Indio and he had been transferred from Yuma to Indio. So he tried the phone service and everything, so he got so mad he called up Mr. Newman and

he said, I might as well use carrier pigeons and Mr. Newman said, well, try them. (laughter) And hung up. And Drexell called back, "Now, Mr. Newman, let's not go too far with this." But that's the way he was, wasn't it? Well, I think you've heard enough now.

AC: I do.

PY: How about the roads? I know at one point they didn't, the county wanted to put^{up} a chain link fence along here.

JM: Oh, I don't remember that. But it was just a narrow two-way and then we had a big rain ditch on the south side.

PY: Was that any problem for you for your customers?

JM: No, no. Just had a little road coming in kind of like the road is now, but it was just a road over the ditch.

KM: It was sort of a hazard when it was full of water. A man tried to walk across the highway to the liquor store and he disappeared from sight. (laughter)

JM: When the Slaters owned the Sage and Son?

AC: Yes.

JM: They owned the liquor store, that one big rain in August of 1951, one of the big ones.

AC: Yes.

JM: And he came out of the motel to walk across the Major Slater's Liquor Store, and he didn't know about the big

ditch there, and he stepped from the highway into the ditch right up to here. (laughter) But he just kept going to the liquor store.

AC: Well, that was good.

I remember Major and Louise Slater.

JM: Yes.

AC: Very well.

JM: Where's Louise, have you heard?

AC: No. I haven't.

JM: Pat didn't hear this, but . . .